



Taylor D'Silva

Age: 23

Education: Master in Managem.

Hometown: Mumbai, India

Family: India

Occupation: HR Manager

“My **music** will go on forever. Maybe it's a fool **say** that, but when me know facts me can **say** facts. My **music** will go on forever.”

Goals

- He is a music junky.
- He discovers good music and art too often.

Frustrations

- He books a concert ticket but most of the times they go “sold out” till he does

Taylor is a busy working professional. While he loves music a lot. While he wants to book a ticket when a musician is in town. The tickets gets sold out. And so he is not able to book a ticket to his favourite concert.

ACTION	Booking from 100 diff apps like bookmyshow paytm.	Miss out on a booking while it says “Sold Out”	He wants to all the music released by the artist.	He wants to put up a little “fan-based-message” to the artist	User wants to read a bit about the artist.
TASK LIST	Tasks A. Check paytm B. Check bookmyshow C. Check availablity	Tasks A. He goes to book a concert ticket B. tickets go sold out	Tasks A. He goes to spotify . B. Then he goes to the youtube section. C. browse 2 diff places	Tasks A. He texts him on instagram B. His messages gets mixed up in thousands of messages	Tasks A. He googles B. Finds a whole lot of information. C. Gets caught up
FEELING ADJECTIVE	User emotions Tiresome	User emotions Angry/ Left out	User emotions Tiresome, again.	User emotions Left out again.	User emotions Massive information to process.
IMPROVEMENT OPPORTUNITIES	Area to improve Club an artist profile.	Area to improve An alarm before it gets sold out	Area to improve A place where everything is collected in a	Area to improve Sort type of texts.	Area to improve Sort the information.